

TOP 10 THINGS

you need to know about Engagement

Get the facts on what you need to know about this hot-topic

Culturally in the UK many organisations lack life with actively disengaged people who find work boring, obvious, unchallenging or delivering no tangible benefit. Your people and culture represent your only unique advantage over your competition. The truth is, to keep people inspired, we need to work in more engaging and creative ways.

Engagement seems to mean something different every year and for many there appears a little confusion about what engagement actually means, and where it happens.

1. What is engagement? It's something that characterises the relationship between an employee and their organisation.

2. The truth is 'where and when it happens' needs to be everywhere and every day.

3. Starting point: The 'responsibility' for creating engagement must lie with the day-to-day leadership and management that your employees experience.

4. An intangible concept? Hardly: Actively disengaged employees cost UK business somewhere between £39b and £48b per annum. Furthermore 80% of employees in the UK are not engaged at work - scary stats for business leaders.

5. Ramp up activity: According to Mercer Delta, engaged employees deliver four times more value to the organisation than non-engaged employees. Active engagement is good for everybody.

6. Not rocket science: Probably barrages of psychometrics are being developed to test for 'engagement' levels. The truth is, according to a recent CIPD report, engagement can be as simple as asking people what they need - and delivering on their requests.

7. Ticking boxes? Appraisals are not a checkbox exercise; they are an opportunity for line managers or leaders to get to know their people both personally and professionally. The fact is - leaders should not await this formal process, this level of interaction should be occurring on a cultural basis throughout the year. This is engagement in its purest form.

8. Don't bore people. Communication is a key facet of engagement and needs to be created in presentations, meetings, training sessions and team briefs. When in front of peers for any reason, we owe it to them to engage, facilitate and present in dynamic, inspirational and inclusive way.

9. Autonomy is a critical to engagement. Give people freedom over their areas of work, show them trust and they will repay it back with delight. Google has profited hugely by giving employees freedom to pursue whatever interests within the Google world for 20% of their working hours.

10. Finally, one consistent thing we hear time and time again from surveys and direct contact with teams is that people are not getting enough recognition. Handshakes and thanks are a good starting point, as are employee recognition schemes, but most powerful is a genuine heartfelt comment that identifies a character trait you see in that person.



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